

Furniture Design & Architecture Firm of the Year 2025 – Athens



Exceptional design is an art that understands we, and our environment, are much more than the sum of our parts. By paying close attention to every element of a design, as well as its surrounding environment, designers ensure that they are creating a cohesive, context-centred design that seamlessly blends into the world around it. BllendDesignOffice is a multidisciplinary design and research office dedicated to developing unique identities that translate into a variety of applications. We took a closer look at the firm below, as it is named in the Architecture Awards 2025.

Based in Athens, Greece, BllendDesignOffice is a leading design and research firm on a mission to provide services that transcend the application of current design norms and technical standards. Over the course of more than two decades, the firm has developed a reputation for working in residential projects and commercial branded environments that, in their majority, have received international distinction. Today, BllendDesignOffice stands as a beacon of excellence within the design industry, setting new standards of design and research across the globe.

BllendDesignOffice was founded in 2003 by Helen Brasinika, Owner and Head Architect. Helen was born in Greece but raised overseas, boasting a multi-cultural and educational background that has significantly shaped her approach to design and lifestyle – with expertise in culture, ethnography, and quantitative and qualitative research methods. As well as this, Helen is a Colour and Design Expert educated by Leatrice Eisemann of Pantone Colour Institute, an experience that shaped her perspective on experience, culture, and colour.

Every aspect of Helen's professional background is an integral component of BllendDesignOffice's unrivalled expertise. Her professional training and work experience has ranged from interior and urban furniture design to urban design for social responsibility and master planning – balancing architectural and spatial design, engineering, and urban sociology and research. Now, Helen leverages this vast background to steer BllendDesignOffice to success, always striving to improve and enhance end-user wellbeing, regardless of the project scope.

Renowned for its multidisciplinary approach, BllendDesignOffice operates within the fields of architecture, landscapes, interiors, furniture, and lighting design. These concepts can take on many forms, either delivered as applications belonging to one sole field or as a seamless blend of various disciplines interwoven into one project. Across each discipline, however, the firm understands the importance of maintaining clarity and communication – often collaborating closely with its clientele to ensure



each finished project is a genuine realisation of their design wants and needs.

BllendDesignOffice offers clients a comprehensive suite of services centred around design and research. This includes bespoke furniture design, colour consulting, and architectural design services for a range of settings and sectors, such as commercial, interiors and exhibitions, urban architectural spaces, healthcare and wellness, and leisure, travel, and hospitality. Regardless of sector or scope, BllendDesignOffice takes immense care to develop an understanding of the setting's requirements, ensuring that each project is designed to integrate into and benefit the environment.

At its core, the firm designs with Gestalt psychology in mind: the whole is greater than the sum of its parts. Its approach is human-centred, always first understanding just how important a building and its surrounding environment is, and the impact it can have on the lives and wellbeing of the people who use it. BllendDesignOffice takes inspiration from renowned architect Eero Saarinen and his resounding philosophy: always design a thing by considering it in its larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan, and so on.

Above all else, BllendDesignOffice strives for ongoing improvement and innovation. Determined to lead the charge in offering services beyond current design guidelines and technical requirements. By researching, data-collecting, analysing, and working in alignment with worldwide design research best practices, the firm is creating the contextual framework from scratch. This approach is driven by BllendDesignOffice's desire for change, but not merely for novelty's sake; the firm continually integrates data and feedback from research, education, and real-world experiences to build holistic spaces and products that are beneficial for all users.

This approach has certainly proven successful, as BllendDesignOffice has earned 26 international honours and distinctions to date, each serving as direct testament to the firm's hard work and

expertise. This impressive portfolio is expansive and includes the Gold International A'Design Award for the Agora Floreasca Urban Theory Leisure Mall in Bucharest, the Bronze A'Design Award for the Harbor Suites Boutique Hotel, Europe's Best Leisure Interior for Rook Café Delicatessen, and inclusion in the World's Best 2014-2015 International Property Awards for the Best Leisure and Office Interiors, to name a few.

Most recently, BllendDesignOffice has been recognised by BUILD magazine in the Architecture Awards 2025. Hailed Athens's Furniture Design and Architecture Firm of the Year 2025, the firm is on an accelerated trajectory leading directly to success. Whether working within a residential, commercial, wellness, or hospitality space, BllendDesignOffice keeps its focus on human-centred design – striving to build spaces that grow alongside their inhabitants.

Over the 20 years, the firm has evolved from small residential and office buildings across Attiki and Athens, gradually taking on larger, more complex projects in the healthcare, hospitality, and commercial sectors across Greece. In the last decade, BllendDesignOffice has also extended internationally – designing, researching, executing, and managing complex commercial and residential projects in the UK, Bulgaria, Bucharest, and the Emirates.

Moving forward, BllendDesignOffice seeks to respect its roots and their sustainable projection into a resilient future, thoughtfully remodelling the existing building stock, especially Stone & Heritage buildings in Mani Peninsula. Its ultimate aim is to prepare these structures to embrace the future, while helping their people and end-users to retain inside them balance and wellbeing, whether at home, work, or in travel destination. This is an ambition that perfectly encapsulates BllendDesignOffice's design philosophy, underscoring all that the firm stands for: designing carefully curated spaces that blend into their surrounding environments while bringing balance and benefit to the people it serves.

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